

# MEDIA DATA 2025 - Print

**Markt&Technik**  
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

**Elektronik**

**Elektronik**  
automotive

**Elektronik**  
•medical

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Every week, the independent weekly newspaper for electronics provides cross-media and up-to-date reports on market developments, technology trends, innovations, management, new products and background information in the electronics industry. Clear headings, comprehensive market overviews and focus reports provide a reliable overview of all important areas of electronics.	The technical publication <b>Elektronik</b> provides cross-media information on solutions and components for electronics professionals, with technology and trade fair issues. With its coverage of "hot" topics from research to technology implementation, rounded off by relevant economic and trend coverage, <b>Elektronik</b> is the perfect source of information for electronics developers and technical management.	The technical publication <b>Elektronik automotive</b> provides information on solutions and components for professional automotive electronics developers. The four "hot" industry topics of autonomous driving, connected car, electromobility and services / shared mobility from research to technology implementation are rounded off by relevant economic and trend editorial coverage.	Far beyond pure product reporting, the specialist medium <b>Elektronik medical</b> provides valuable knowledge on all aspects of medical technology, with detailed specialized articles ranging from the basics to applications. The focus is on the manufacture of the devices as well as their use on patients.
<b>Markt&amp;Technik</b> reaches management, purchasers and development managers in companies that incorporate electronic components/assemblies into their products, require the appropriate development tools for this purpose and make the necessary product and purchasing decisions.	<b>Elektronik</b> is the media brand for developers of professional electronic products, technical purchasing / sales / business development and technical support for distributors, manufacturers and specialist organizations.	<b>Elektronik automotive</b> is the perfect source of information for developers of professional electronic products, technical purchasing / sales / business development and technical support engineers at distributors, manufacturers and suppliers.	<b>Elektronik medical</b> is the media brand for designers and developers of medical devices. The brand is aimed at decision-makers in development and production as well as in the management of medical technology manufacturers.
<b>Weekly publication</b> + 4 Quarterlies + 8 Trend Guides + the official trade fair newspaper for productronica	<b>14-day publication frequency</b> + the official daily newspaper for embedded world + Elektronik interactive	<b>6 issues</b> as a supplement to Elektronik and as a stand-alone e-paper	<b>5 issues</b> as a supplement to Elektronik and as a stand-alone e-paper
<b>37,866 total distributed circulation*</b> of which extended ePaper: 21,862	<b>48,938 total circulation*</b> of which extended ePaper: 32,964	<b>34,402 total paid circulation*</b> of which extended ePaper: 18,428	<b>27,417 total paid circulation*</b> of which extended ePaper: 11,443



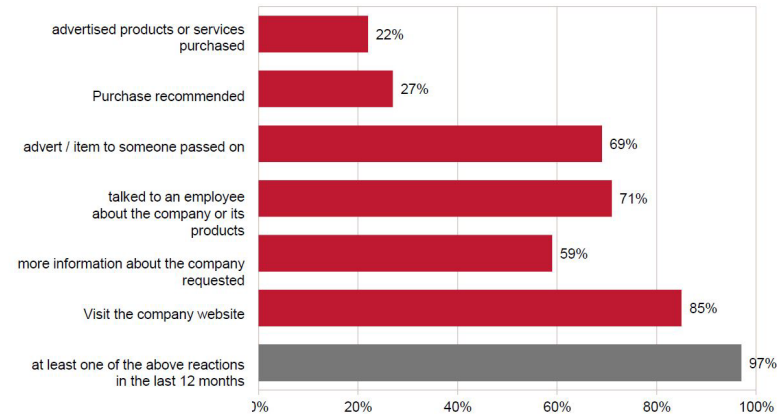
\*Source: IWW Q3/2024. The current e-paper edition is actively distributed via the e-paper newsletter and also via the elektroniknet.de website.

Purchase prices				
Annual subscription print domestic incl. the current VAT	275.00 € includes 150.05 € booklet; 124.95 € shipping	199.00 € includes 135.30 € booklet; 63.70 € shipping		
Annual print subscription abroad incl. the current VAT	318.35 € includes € 150.05 booklet; 168.30 € shipping	221.10 € includes € 135.30 booklet; 85.80 € shipping		
Single issue print incl. the current VAT plus 3.00 € shipping costs	6.00 €	10.00 €		
Annual subscription to digital e- paper (domestic/foreign) incl. current VAT, excluding shipping costs	99.99 €	70.00 €	30.00 €	20.00 €
Single issue digital e-paper (domestic/foreign) incl. current VAT, excluding shipping costs	3.99 €	3.99 €	4.99 €	5.00 €

# Target group

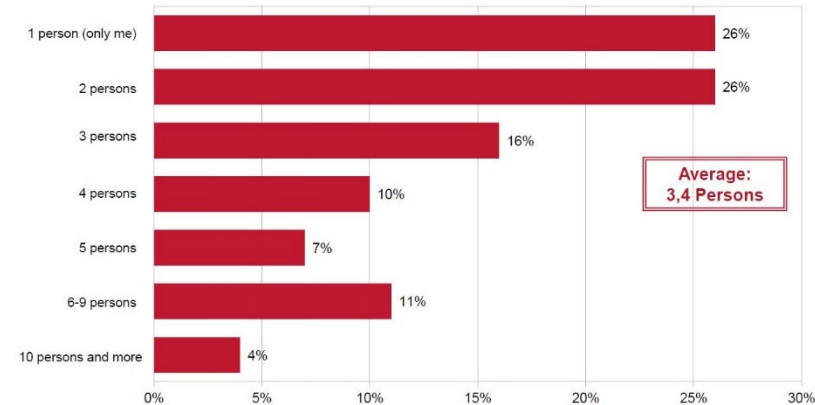
## General reactions to ads within the last 12 months

As a reaction to ads in Markt&Technik ...

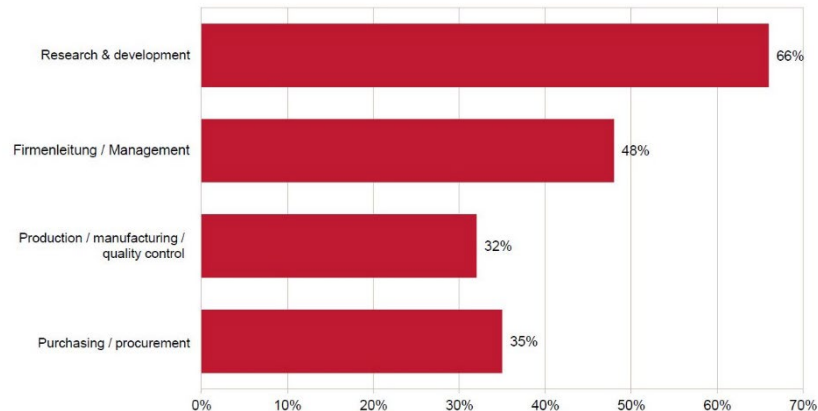


## Readers per issue

My copy of Markt&Technik is read by ...

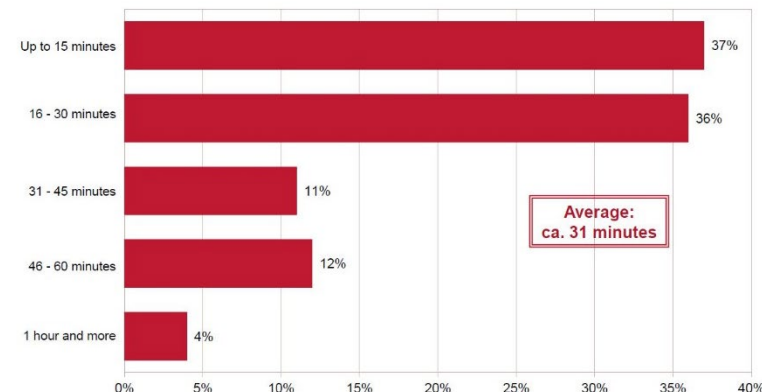


## Main field of activity



## Reading time per issue

On average, I read each copy of Markt&Technik ...

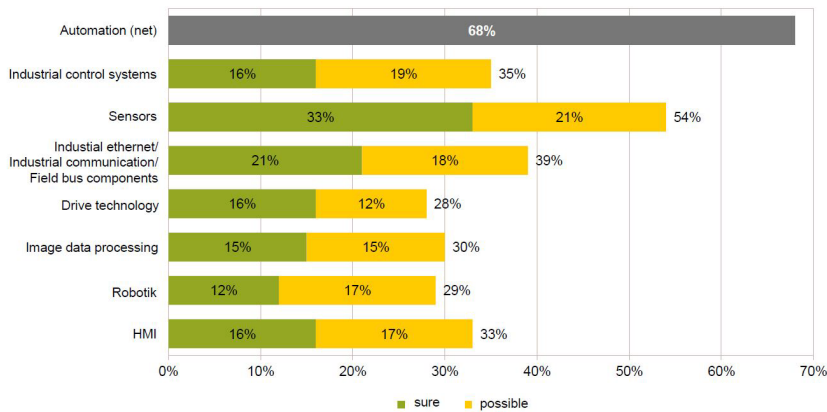


Impact and resonance analysis  
Markt&Technik,  
conducted by the  
IFAK Institute in  
September 2024

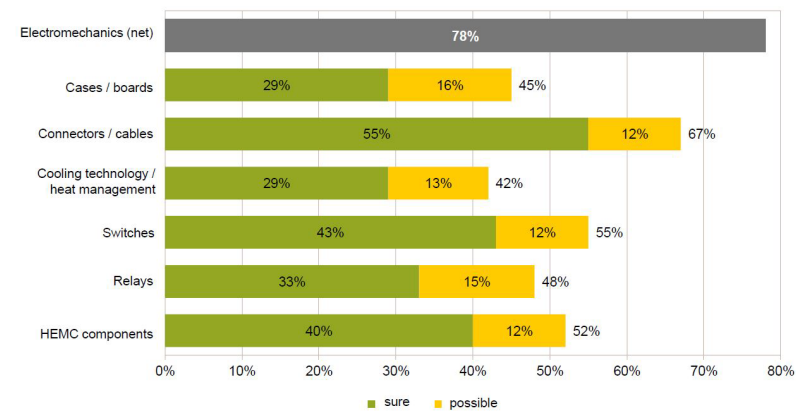


# Target group - purchasing intentions

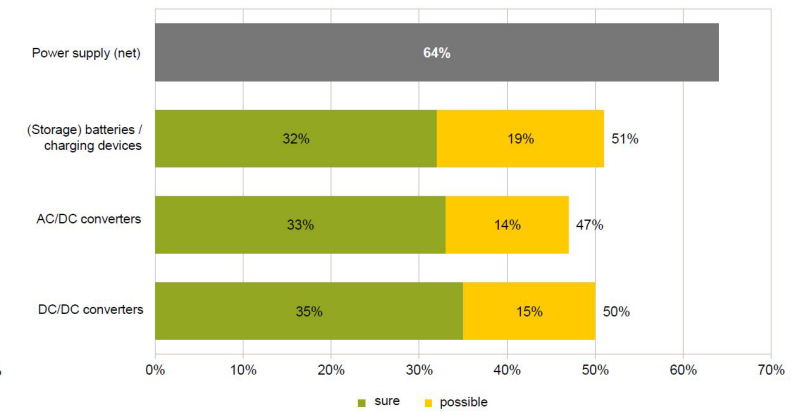
Readers with purchasing intentions in the **automation** field in the next 12 months



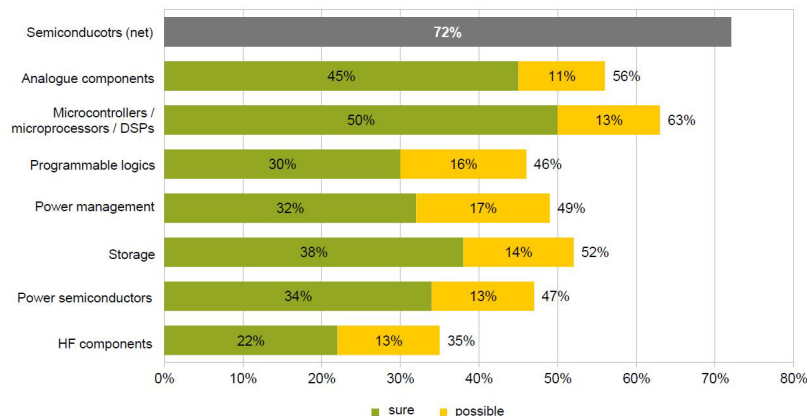
Readers with purchasing intentions in the **electromechanical** field in the next 12 months



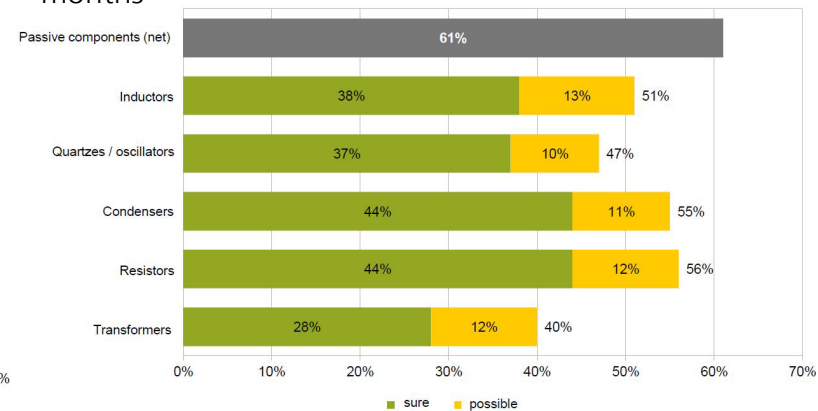
Readers with purchasing intentions in the **power supply** field in the next 12 months



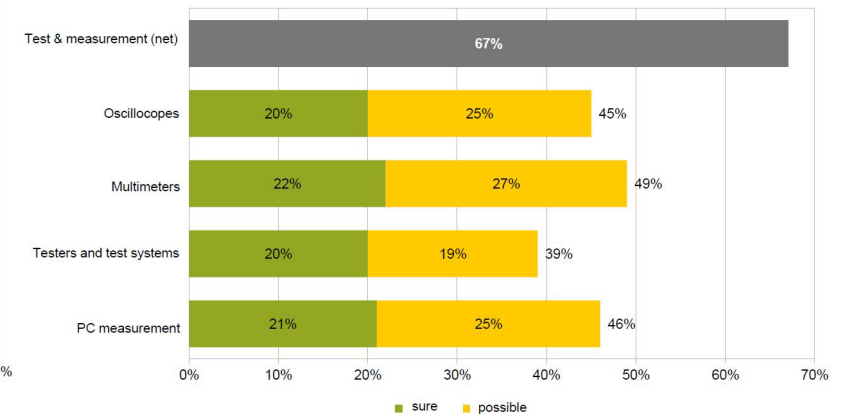
Readers with purchasing intentions in the **semiconductor** field in the next 12 months



Readers with purchasing intentions in the **passive components** field in the next 12 months

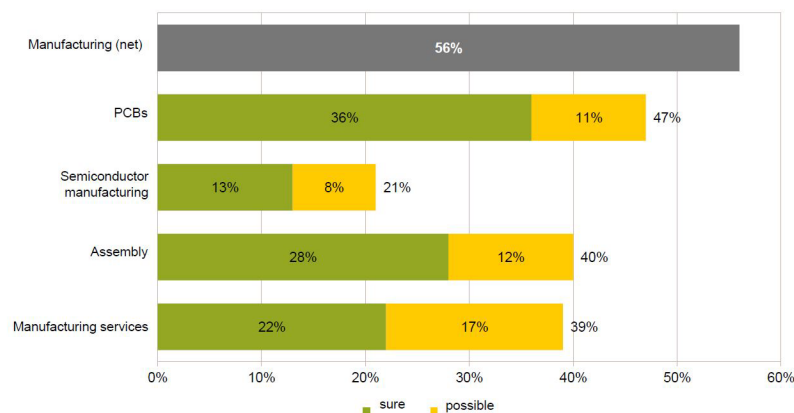


Readers with purchasing intentions in the **test and measurements** field in the next 12 months

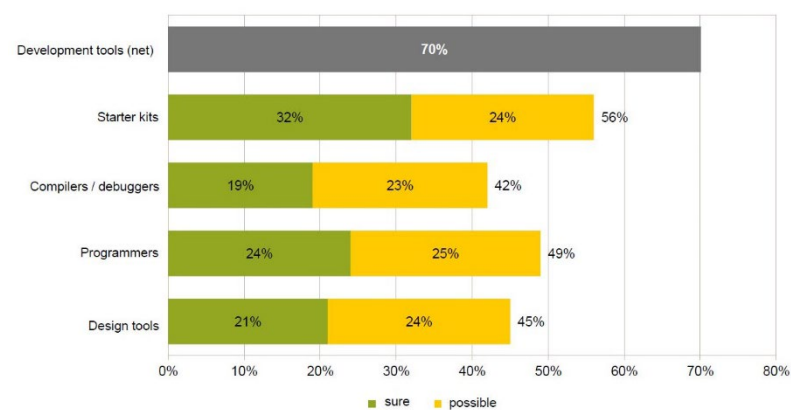


# Target group - purchase intentions

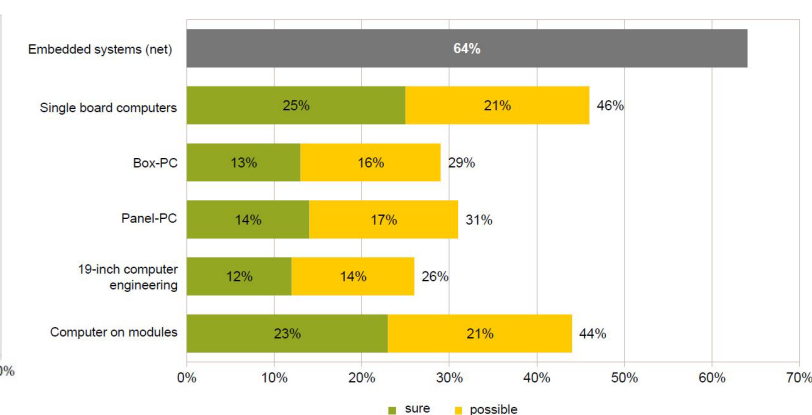
Readers with purchasing intentions in the **manufacturing** field in the next 12 months



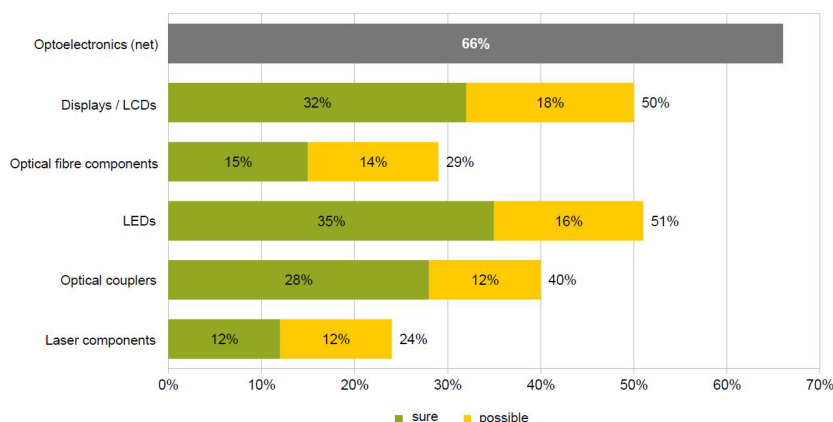
Readers with purchasing intentions in the **development tools** field in the next 12 months



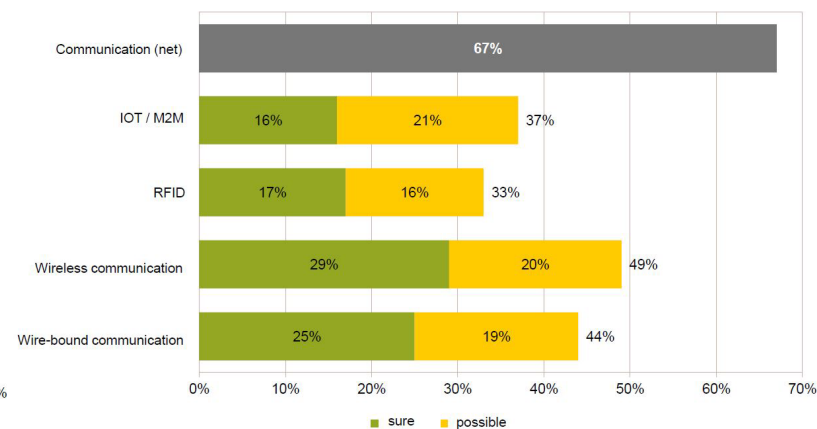
Readers with purchasing intentions in the **embedded systems** field in the next 12 months



Readers with purchasing intentions in the **optoelectronics** field in the next 12 months





Readers with purchasing intentions in the **communication** field in the next 12 months



Impact and resonance analysis Markt&Technik, conducted by the IFAK Institute in September 2024

# Topics & dates 2025

Print edition with extended e-paper	No.	Publishing date	Advertising deadline	Material deadline	Key topics	Key topics	Trade fairs & events
<b>Elektronik</b>	1	21.01.25	18.12.	03.01.	Test and measurement technology Special: Semiconductors	Embedded systems	
<b>Markt&amp;Technik</b>	3	24.01.25	10.01.	14.01.	Safety & Security Outlook 2025 Passive components	e-compact: Switches/pushbuttons/HMI & LED/Lighting (incl. market overview)	
<b>Markt&amp;Technik</b>	4	31.01.25	17.01.	21.01.	Power supply	e-kompakt: Displays (incl. market overview)	
<b>Elektronik</b>	2	04.02.25	14.01.	20.01.	Electromechanics	Power electronics	
<b>Elektronik</b> automotive	1	04.02.25	14.01.	20.01.	Electromobility	Infotainment/displays	
<b>Markt&amp;Technik</b>	5	07.02.25	24.01.	28.01.	Connectors & cables	e-kompakt: Relays (incl. market overview)	
<b>Markt&amp;Technik</b>	6	14.02.25	31.01.	04.02.	Image processing	e-kompakt: Batteries/rechargeable batteries/chargers (incl. market overview)	
<b>Markt&amp;Technik</b> Quarterly	1	14.02.25	29.01.	04.02.	<b>Quarterly Distribution &amp; Supply Chain</b>		
<b>Elektronik</b>	3	18.02.25	28.01.	03.02.	<a href="#">Trade fair guide: embedded world 2025</a>	Development tools and software engineering	
<b>Elektronik</b> <b>medical</b>	1	18.02.25	28.01.	03.02.	Embedded systems and semiconductors	Passive components Power & drives	MedtecSUMMIT, Nuremberg: 18.02.-19.02.2025
<b>Markt&amp;Technik</b>	7	21.02.25	07.02.	11.02.	Thermal management & cooling technology <a href="#">Trade fair edition: Lopec 2025</a>	e-kompakt: Optoelectronics (incl. market overview)	Lopec, Munich: 25.02.-27.02.2025
<b>Markt&amp;Technik</b>	8	28.02.25	14.02.	18.02.	<a href="#">Trade fair guide: embedded world 2025</a>	e-kompakt: Power electronics (incl. market overview)	
<b>Elektronik</b>	4	04.03.25	11.02.	17.02.	<a href="#">Trade fair edition: embedded world 2025</a>	Sensors + Hall plan embedded world	
<b>Markt&amp;Technik</b>	9	07.03.25	21.02.	25.02.	<a href="#">Trade fair edition: embedded world 2025</a>	e-kompakt: Test and measurement technology (incl. market overview) + Hall plan embedded world	
<b>THE OFFICIAL DAILY</b>		11.03.- 13.03.25	17.02.	21.02.	<b>THE OFFICIAL DAILY embedded world 2025</b>	  	embedded world, Nuremberg: 11.03.-13.03.2025



# Topics & dates 2025

Print edition with extended e-paper	No.	Publishing date	Advertising deadline	Material deadline	Key topics	Key topics	Trade fairs & events
Markt&Technik	10	14.03.25	28.02.	04.03.	<a href="#">Trade fair edition: EMV 2025</a>	e-kompakt: Starter kits/development systems (incl. market overview)	EMV, Stuttgart: 25.03.-27.03.2025
Elektronik	5	18.03.25	25.02.	03.03.	Power supply	Industry 4.0/IIoT/KI	
Elektronik automotive	2	18.03.25	25.02.	03.03.	Autonomous driving/assistance systems	Wiring systems/connection technology	
Markt&Technik Trend Guide	1	19.03.25	05.03.	07.03.	<b>TREND GUIDE Electromechanics &amp; Passive Components</b>	Connection technology, relays, switches/pushbuttons/HMI, thermal management, casings, quartzes, inductors, transformers, capacitors, market overviews	
Markt&Technik	11	21.03.25	07.03.	11.03.	Displays	e-kompakt: Semiconductors (incl. market overview)	
Markt&Technik	12	28.03.25	14.03.	18.03.	<a href="#">Trade fair edition: Hannover Messe 2025</a>	e-kompakt: Drive technology (incl. market overview)	Hanover Fair: 31.03.-04.04.2025
Markt&Technik P&D	1	28.03.25	12.03.	18.03.	<b>Special: Production &amp; services (manufacturing, EMS, circuit boards)</b>		
Elektronik	6	01.04.25	11.03.	17.03.	Displays and HMI	Test and measurement technology	
Elektronik medical	2	01.04.25	11.03.	17.03.	E-Health & Security <a href="#">Trade fair edition: DMEA 2025</a>	Power supply Image processing	DMEA, Berlin: 08.04.-10.04.2025
Markt&Technik	13	04.04.25	21.03.	25.03.	Optoelectronics	e-kompakt: Industrial computers/embedded systems (incl. market overview)	
Markt&Technik	14	11.04.25	28.03.	01.04.	Power supply	e-kompakt: Safety & Security (incl. market overview)	
Elektronik	7	15.04.25	25.03.	31.03.	Connectors and cables	Batteries/rechargeable batteries/charging systems	
Markt&Technik	15	17.04.25	03.04.	07.04.	Single Pair Ethernet	e-kompakt: Industrial Communication/Industrial Ethernet/Fieldbuses (incl. market overview)	
Markt&Technik Quarterly	2	17.04.25	02.04.	07.04.	<b>Quarterly Distribution &amp; Supply Chain</b>		
Markt&Technik	16	25.04.25	09.04.	11.04.	Relays	e-kompakt: Thermal management/cooling technology (incl. market overview)	
Elektronik	8	29.04.25	04.04.	10.04.	<a href="#">Trade fair edition: PCIM 2025</a> <a href="#">Trade fair edition: SENSOR + TEST 2025</a> Special: Results products of the year	Semiconductors	PCIM Europe, Nuremberg: 06.05.-08.05.2025

# Topics & dates 2025

Print edition with extended e-paper	No.	Publishing date	Advertising deadline	Material deadline	Key topics	Key topics	Trade fairs & events
Markt&Technik	17	02.05.25	15.04.	17.04.	Trade fair edition: PCIM 2025 Trade fair edition: SENSOR + TEST 2025	e-kompakt: Ruggedized Components - Components for harsh environments (incl. market overview)	SENSOR + TEST, Nuremberg: 06.05.-08.05.2025
Markt&Technik Trend Guide	2	07.05.25	22.04.	24.04.	<b>TREND GUIDE Automotive</b>	Electromobility, components, distribution, electrical systems, infotainment, charging technologies, sensor systems, displays, market overviews	
Markt&Technik	18	09.05.25	24.04.	28.04.	Medical electronics	e-compact switches/pushbuttons/HMI (incl. market overview)	
Elektronik	9	13.05.25	17.04.	25.04.	Passive components Special: Sustainability	Embedded systems	
Markt&Technik	19	16.05.25	02.05.	06.05.	Quarzes/oscillators/clock generators	e-compact power supply (incl. market overview)	
Markt&Technik	20	23.05.25	09.05.	13.05.	Industry 4.0/IIoT/AI	e-compact casings/cabinets (incl. market overview)	
Elektronik	10	27.05.25	06.05.	12.05.	Electromechanics Special: Distribution - "Distributor of the Year" results	Optoelectronics	
Markt&Technik	21	30.05.25	15.05.	19.05.	Industrial computers & embedded systems	e-kompakt Test and measurement technology (incl. market overview)	
Markt&Technik	22	06.06.25	22.05.	26.05.	Distribution	e-kompakt Circuit boards/manufacturing technology (incl. market overview)	
Elektronik	11	10.06.25	16.05.	22.05.	EMC/ESD	Power supply	
Elektronik medical	3	10.06.25	16.05.	22.05.	IoMT & Automation Trade fair edition: MedtecLIVE 2025	Measurement technology & sensors Power & drives	MedtecLIVE, Munich: 24.06.-27.06.2025
Markt&Technik	23	13.06.25	28.05.	02.06.	Batteries/rechargeable batteries/chargers	e-kompakt Passive components (incl. market overview)	
Markt&Technik	24	20.06.25	04.06.	06.06.	Semiconductors Trade fair edition: Automatica 2025	e-kompakt connectors/cables (incl. market overview)	Automatica, Munich: 24.06.-27.06.2025
Elektronik	12/13	24.06.25	30.05.	05.06.	Displays and HMI	Embedded Vision	
Elektronik automotive	3	24.06.25	30.05.	05.06.	Cybersecurity	Electromobility	
Markt&Technik	25/26	27.06.25	12.06.	16.06.	Power electronics	e-kompakt railroad technology (incl. market overview)	
Markt&Technik P&D	2	27.06.25	10.06.	16.06.	<b>Special: Production &amp; services (manufacturing, EMS, circuit boards)</b>		


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<b>Markt&amp;Technik Trend Guide</b>	3	04.07.25	20.06.	24.06.	<b>TREND GUIDE Industrial computers &amp; embedded systems</b>	Embedded software and hardware, market overviews	
<b>Markt&amp;Technik</b>	27/28	11.07.25	27.06.	01.07.	Test and measurement technology	e-kompakt: Image processing (incl. market overview)	
<b>Markt&amp;Technik Trend Guide</b>	4	18.07.25	04.07.	08.07.	<b>TREND GUIDE Power supply &amp; management</b>	AC/DC converters, DC-DC converters, batteries, power management ICs, power electronics, battery charging ICs, market overviews	
<b>Elektronik</b>	14	22.07.25	01.07.	07.07.	Semiconductors	Embedded systems	
<b>Markt&amp;Technik</b>	29/30	25.07.25	11.07.	15.07.	Connectors/cables	e-kompakt: Quarzes/oscillators/clock generators (incl. market overview)	
<b>Markt&amp;Technik Quarterly</b>	3	25.07.25	09.07.	15.07.	<b>Quarterly Distribution &amp; Supply Chain</b>		
<b>Elektronik</b>	15/16	05.08.25	15.07.	21.07.	Industry 4.0/IoT/AI	Passive components	
<b>Markt&amp;Technik</b>	31/32	08.08.25	25.07.	29.07.	Displays	e-kompakt: EMC components (incl. market overview)	
<b>Markt&amp;Technik</b>	33/34	22.08.25	07.08.	11.08.	Automotive	e-kompakt: Power supply (incl. market overview)	
<b>Elektronik</b>	17/18	02.09.25	11.08.	18.08.	Connectors and cables	Test and measurement technology	
<b>Elektronik automotive</b>	4	02.09.25	11.08.	18.08.	Infotainment/displays	Autonomous driving/assistance systems	IAA Mobility, Munich: 09.09.-14.09.2025
<b>Markt&amp;Technik</b>	35	05.09.25	22.08.	26.08.	Industrial computers & embedded systems	e-kompakt: Passive components (incl. market overview)	
<b>Markt&amp;Technik</b>	36	12.09.25	29.08.	02.09.	Power supply	e-kompakt: Identification systems/RFID (incl. market overview)	
<b>Elektronik</b>	19	16.09.25	26.08.	01.09.	Thermal management/cooling technology	Batteries/rechargeable batteries/charging systems	
<b>Elektronik medical</b>	4	16.09.25	26.08.	01.09.	Power supply Materials & Packaging	Embedded systems and semiconductors	Fachpack, Nuremberg: 23.09.-25.09.2025
<b>Markt&amp;Technik</b>	37	19.09.25	05.09.	09.09.	Casings/cabinets	e-kompakt: Relays (incl. market overview)	
<b>Markt&amp;Technik Trend Guide</b>	5	24.09.25	10.09.	12.09.	<b>TREND GUIDE Power electronics</b>	Trends, product presentations, market overviews	

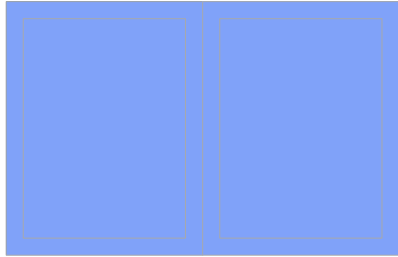
# Topics & dates 2025

Print edition with extended e-paper	No.	Publishing date	Advertising deadline	Material deadline	Key topics	Key topics	Trade fairs & events
<b>Markt&amp;Technik</b>	38	26.09.25	12.09.	16.09.	Semiconductors	e-kompakt: Test and measurement technology (incl. market overview)	
<b>Elektronik</b>	20	30.09.25	09.09.	15.09.	Displays and HMI	Distribution	
<b>Markt&amp;Technik</b>	39	02.10.25	18.09.	22.09.	Passive components	e-kompakt: Connectors/Cables (incl. market overview)	
<b>Markt&amp;Technik</b>	40	10.10.25	25.09.	29.09.	Sensors	e-compact: Switches/pushbuttons/HMI (incl. market overview)	
<b>Elektronik</b>	21	14.10.25	22.09.	26.09.	Electromechanics	Quarzes/oscillators/clock generators	
<b>Elektronik automotive</b>	5	14.10.25	22.09.	26.09.	Wiring systems/connection technology	Connected vehicles	
<b>Markt&amp;Technik</b>	41	17.10.25	02.10.	07.10.	Optoelectronics	e-kompakt: Industrial computers/embedded systems (incl. market overview)	
<b>Markt&amp;Technik Quarterly</b>	4	17.10.25	30.09.	07.10.	<b>Quarterly Distribution &amp; Supply Chain</b>		
<b>PORTRAIT OF AN INDUSTRY</b>		22.10.25	22.09.	25.09.	<b>PORTRAIT OF AN INDUSTRY</b> <b>The most important companies in the electronics industry</b>		
<b>Markt&amp;Technik</b>	42	24.10.25	10.10.	14.10.	EMC/ESD Special: Obsolescence Management	e-compact: Casings/cabinets (incl. market overview)	
<b>Elektronik</b>	22	28.10.25	07.10.	13.10.	Embedded systems	Power supply	
<b>Elektronik medical</b>	5	28.10.25	07.10.	13.10.	IoMT & Automation <a href="#">Trade fair edition: COMPAMED 2025</a>	Electromechanics and passive components Displays, HMI, Connectivity	COMPAMED, Düsseldorf: November 2025
<b>Markt&amp;Technik</b>	43	31.10.25	17.10.	21.10.	Connectors & cables	e-kompakt: Thermal management/cooling technology (incl. market overview)	
<b>Markt&amp;Technik Trend Guide</b>	6	05.11.25	22.10.	24.10.	<b>EMS Guide 2025</b>	Trends, services, company entries, market overviews	
<b>Markt&amp;Technik</b>	44	07.11.25	24.10.	28.10.	Switches/pushbuttons/HMI	e-kompakt: Quarzes/oscillators/clock generators (incl. market overview)	
<b>Elektronik</b>	23	11.11.25	21.10.	27.10.	Semiconductors Special: Sustainability	Casings and cabinets	

# Topics & dates 2025

Print edition with extended e-paper	No.	Publishing date	Advertising deadline	Material deadline	Key topics	Key topics	Trade fairs & events
<b>Markt&amp;Technik Trend Guide</b>	7	12.11.25	29.10.	31.10.	<b>TREND GUIDE Industry 4.0/IIoT/AI</b>	Automation, sensor technology, electronics manufacturing, factory automation, <a href="#">trade fair guide: SPS 2025</a> , market overviews	
<b>Markt&amp;Technik</b>	45	14.11.25	31.10.	04.11.	<a href="#">Trade fair edition: productronica 2025</a>	e-kompakt: Displays (incl. market overview)	productronica, Munich: 18.11.-21.11.2025
<b>Trade fair newspaper</b>		18.11.-21.11.25	27.10.	31.10.	<b>Trade fair newspaper productronica 2025</b>		
<b>Markt&amp;Technik</b>	46	21.11.25	07.11.	11.11.	Distribution <a href="#">Trade fair edition: SPS 2025</a>	e-kompakt: Sensors (incl. market overview)	SPS, Nuremberg: 25.11.-27.11.2025
<b>Elektronik</b>	24	25.11.25	04.11.	10.11.	Test and measurement technology	Electromechanics	
<b>Elektronik automotive</b>	6	25.11.25	04.11.	10.11.	Autonomous driving/assistance systems	Electromobility	
<b>Markt&amp;Technik</b>	47	28.11.25	14.11.	18.11.	Power supply	e-kompakt: Optoelectronics (incl. market overview)	
<b>Elektronik Interactive</b>		02.12.25	11.11.	17.11.	<b>Electronics trends 2026</b>		
<b>Markt&amp;Technik Trend Guide</b>	8	03.12.25	19.11.	21.11.	<b>TREND GUIDE Buying guide components 2026</b>	Semiconductors, Electromechanics, Power supply, Passive components, Optoelectronics, Market overviews	
<b>Markt&amp;Technik</b>	48	05.12.25	21.11.	25.11.	Industrial computers/embedded systems	e-kompakt: Batteries/rechargeable batteries/chargers (incl. market overview)	
<b>Markt&amp;Technik P&amp;D</b>	3	05.12.25	19.11.	25.11.	<b>Special: Production &amp; services (manufacturing, EMS, circuit boards)</b>		
<b>Elektronik</b>	25/26	09.12.25	18.11.	24.11.	Products of the year	Semiconductors, measurement technology, power, embedded systems, optoelectronics, automotive, e-mechanics, IIoT, Passive components	
<b>Markt&amp;Technik</b>	49/50	12.12.25	28.11.	02.12.	Displays	e-kompakt: Image processing (incl. market overview)	

# Ad formats



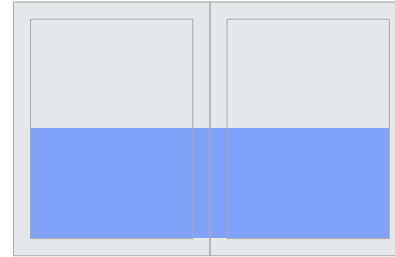
**2 x 1/1 over gutter with bleed**

420 x 297 mm\*  
460 x 297 mm\*



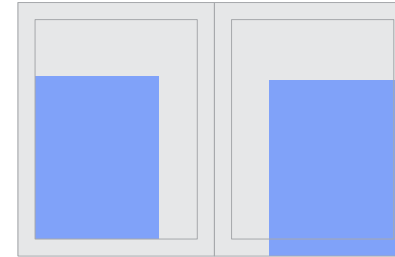
**1/1 page**

210 x 297 mm\* 230 x 297 mm\*  
185 x 260 mm 195 x 260 mm



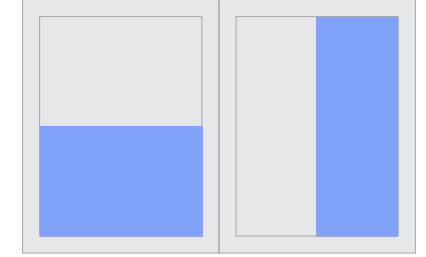
**2 x 1/2 over gutter**

420 x 143 mm\* 460 x 143 mm\*  
380 x 128 mm 414 x 130 mm



**Junior Page**

150 x 210 mm\* 168 x 205 mm\*  
135 x 190 mm 145 x 190 mm



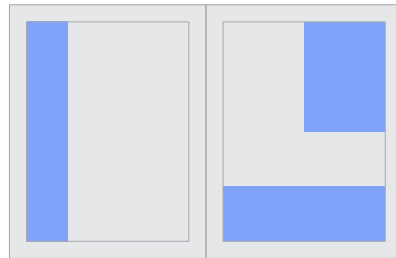
**1/2 page horizontal** **1/2 page vertical**

210 x 143 mm\* 105 x 297 mm\*  
185 x 130 mm 90 x 260 mm  
230 x 143 mm\* 112 x 297 mm\*  
195 x 130 mm 95 x 260 mm



**1/3 page horizontal** **1/3 page vertical**

210 x 110 mm\* 72 x 297 mm\*  
185 x 90 mm 60 x 260 mm  
230 x 99 mm\* 72 x 297 mm\*  
195 x 86 mm 61 x 260 mm



**1/4 page vertical** **1/4 page**

54 x 297 mm\* 105 x 143 mm\*  
45 x 260 mm 90 x 130 mm  
54 x 297 mm\* 112 x 143 mm\*  
45 x 260 mm 95 x 130 mm

**1/4 page horizontal**

210 x 82 mm\* 230 x 74 mm\*  
185 x 65 mm 195 x 65 mm



**1/6 page horizontal** **1/6 page vertical**

210 x 63 mm\* 72 x 143 mm\*  
185 x 43 mm 60 x 130 mm  
230 x 50 mm\* 72 x 143 mm\*  
195 x 44 mm 61 x 130 mm

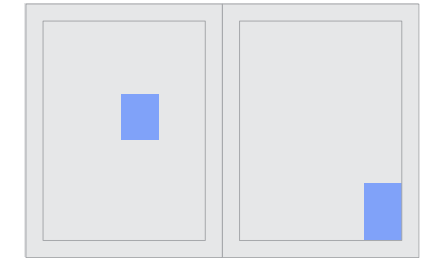


**1/8 page vertical** **1/8 page**

54 x 143 mm\* 105 x 82 mm\*  
45 x 130 mm 90 x 65 mm  
54 x 143 mm\* 112 x 71 mm\*  
45 x 130 mm 95 x 65 mm

**1/8 page horizontal**

210 x 51 mm\* 230 x 37 mm\*  
185 x 31 mm 195 x 33 mm



**Island display** **1/16 page vertical**

45 x 50 mm 45 x 65 mm



**Markt&Technik**

The deviating formats of Markt&Technik are highlighted in blue.



\*Trimmed format, plus bleed allowance 5 mm on all sides



# Advertising rates

## Advertising rates and formats (excluding VAT)

Advertising rate list valid from 01.01.2025

Format	Base price
1/1 page	10,960 €
A5 (Junior Page)	6,490 €
1/2 page	5,780 €
1/3 page	3,860 €
1/4 page	2,960 €
1/6 page	1,940 €
1/8 page	1,500 €
1/16 page	800 €
mm price, 1-column (min. 20 mm)	10.80 €
Cover pages U2/U4 each	11,670 €
Title flap	13,970 €
Island display mm price (50 to 80 mm)	4c: 44.80 €

### Extended E-Paper:

Your advertisement booked in the print edition will also appear in the corresponding e-paper edition. The general advertising price list applies.

## Discounts

If purchased within 12 months (insertion year)

Discount scale from 1/4 page upwards			Quantity scale		
From 3	ads	3 %	From 3	Pages	5 %
From 6	ads	5 %	From 6	Pages	10 %
From 9	ads	10 %	From 9	Pages	15 %
From 12	ads	15 %	From 12	Pages	18 %
From 18	ads	18 %	From 15	Pages	20 %
From 24	ads	20 %	From 18	Pages	22 %
From 36	ads	22 %	From 24	Pages	25 %

## Classified ads

<b>The prices for product advertisements apply.</b>	
Job advertisements	A double insertion of the same job advertisement in the following issue is discounted by 50 % on the basic advertisement price.
Employer branding	1/1 page 6,000 € 2/1 page 10,800 €
Business portraits	1/1 page 4,200 € 1/2 page 2,110 € 1/4 page 1,070 €

## Surcharges

Placement	For placements requested and confirmed by the publisher, we charge a surcharge of 10 % of the basic price (but at least € 160)
Color	Prices quoted are for Euroscale, surcharge for special colors on request
Format	Surcharges for bleed and gutter printing are not charged

## Special forms of advertising

Special advertising (covers, flaps, inserts, bound inserts) Prices and formats [from page 16 onwards](#)



## Terms of payment

Payment within 21 days without deduction.

**Bank details:** HypoVereinsbank, Munich

**IBAN:** DE37 7002 0270 0035 7049 81

**SWIFT (BIC):** HYVEDEMMXXX

**VAT ID No.** DE 811 190 616

# Special Advertising Formats



**Elektronik** **Markt & Technik**

**Supplements**

Up to 25 g (incl. postage):  
**€8,350**

Partial occupancy according to Nielsen  
or zip code:  
**460 € / thousand**

Inserts over 25 g:  
**Price on request**

**Elektronik** **Markt & Technik**

**Banderole**

**Elektronik**  
480 mm x 100 mm + 5 mm bleed

**Markt & Technik**  
520 mm x 100 mm + 5 mm bleed

**Back 55 mm unprinted due to adhesive edge**

**19,540 €** (not discountable)

**Elektronik** **Markt & Technik**

**Cover flap  
incl. story print and online**

**Markt & Technik**  
Front format: W 110 mm x H 235 mm  
Inside format: W 110 mm x H 297 mm

**Elektronik**  
Front format: W 105 mm x H 220 mm  
Inside format: W 105 mm x H 297 mm

**Story length:** approx. 9,000 characters  
incl. spaces, plus images

**13,970 €** (not discountable)

**Elektronik** **Elektronik automotive** **Elektronik medical** **Markt & Technik**

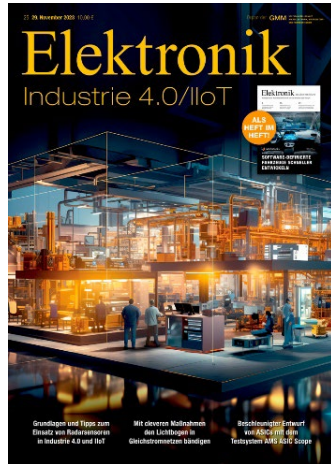
**Sticker on the title page**

Format: 50 mm, round

**Elektronik** **Markt & Technik** **7,900 €** (not discountable)

**Elektronik medical** **Elektronik automotive** **3,500 €** (not discountable)

# Special Advertising Formats



Elektronik

Cover picture  
incl. cover story print and online

## Format:

W 210 mm x H 297 mm plus bleed

**Story length:** max. 9,000 characters  
incl. spaces, plus images

**11,970 €** (not discountable)



Markt&Technik

Decorative picture  
Markt&Technik

Sponsoring the decorative picture on page 1 of **Markt&Technik** is a unique means of communication and combines maximum advertising attention with editorial reporting.  
**Story length:** approx. 9,000 characters incl. spaces, plus images

**10,910 €** (not discountable)



Markt&Technik

Cover Ad

**Format:** W 46 mm x H 46 mm

**7,610 €**

# Special Advertising Formats



**Markt&Technik**  
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

**Cover Quarterly  
Distribution & Supply Chain**

Includes story and cover picture announcement on page 1, publication in print and online

**Format:**  
W 230 mm x H 220 mm plus bleed  
Further information on page 22

**8,300 €** (not discountable)

**Elektronik** **Markt&Technik**  
automotive • medical

**Inside cover**

Includes story and cover picture announcement on page 1, publication in print and online

<b>Markt&amp;Technik:</b> 230mm x 230mm plus bleed	<b>Elektronik:</b> 210mm x 297mm plus bleed
--	---

**Story length:** max. 9,000 characters  
incl. spaces, plus images

**7,610 €** (not discountable)

**Elektronik** **Markt&Technik**  
automotive • medical

**Center flap, 4-sided**

**Format:**  
Page 1 and 2: 150 mm x 297 mm  
Page 3 and 4: 160 mm x 297 mm

**Scope:** 4 pages  
150 g picture printing paper

**12,500 €**

**Elektronik** **Markt&Technik**  
automotive • medical

**Bound inserts, paper weight 150 g  
(incl. production costs and postage)**

4-sided	12,500 €
8-sided	16,900 €
12-sided	19,900 €
Further sizes	on request



# Special Advertising Formats



Markt&Technik

## exciting Employer branding/storytelling

The editorial team presents employers with focus on their individual corporate cultures.

Including briefing, interview and article production.

1/1 page: 6,000 € (not discountable)  
2/1 page: 10,800 € (not discountable)



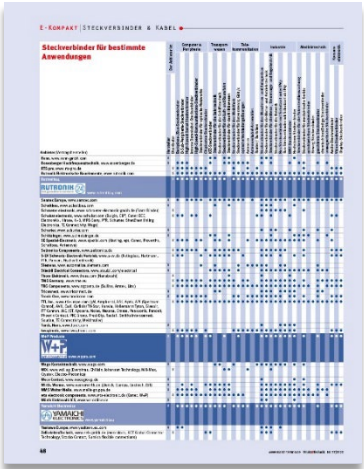
Markt&Technik

## Product of the week (1-column)

Product is inserted in the e-kompakt in editorial design and highlighted by logo and headline "Product of the week".

approx. 650 characters plus picture

1,910 € (not discountable)



Markt&Technik

## Premium entry Market overview

Logo or QR code + colored company entry in the market overview, print and online

420 € (not discountable)

# Portrait of an industry

PORTRAIT OF AN INDUSTRY provides information on the main areas of activity of the companies and thus reflects the dynamic market of professional electronics and digital transformation. An **indispensable guide** in the search for suitable partners for new projects!



**Total circulation**  
 52,000,  
 of which 42,000 as e-  
 paper



**Target group**  
 Owners/board members,  
 managing directors,  
 investment decision-  
 makers,  
 plant managers,  
 (main) department  
 managers



**Distribution**  
 Supplement to  
 Elektronik 22/25 and  
 Markt&Technik 42/25  
 + e-paper  
 + elektroniknet.de



**Contents**  
 Company portraits: Placement in  
 alphabetical order.  
 Market overviews and company  
 directory,  
 background and trend reports  
 from various segments of  
 electronics

**PORTRÄT EINER BRANCHE 2025**  
**Markt&Technik**  
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

**Elektronik**

**Advertising deadline: 22.09.2025**  
**Material deadline: 25.09.2025**  
**Publishing date: 22.10.2025**

Advertising form	Price
Advertisement 1/1	3,800 €
Company portrait	4,100 €
Package (advertisement + company portrait)	6,200 €
Cover picture	7,900 €



LOGO	PROGRAMM
<b>UNTERNEHMEN</b> Unternehmen: 120 Branchen: 120 Produkt: 120 Dienstleistung: 120 Mitarbeiter: 120 Umsatz: 120 Umsatz: 120	Produkt: 120 Dienstleistung: 120 Mitarbeiter: 120 Umsatz: 120 Umsatz: 120





# Supplement Production & Services

Three times a year, the Production & Services special focuses on machines and systems for electronics production - from PCBs and PCB assembly to the machines required for the packaging processes of IC housings. In particular, this also includes advanced packaging processes, in which PCB production, assembly, mounting and traditional back-end and front-end processes merge. In addition, we also deal with assembly and packaging services, from EMS to OSAT companies (Outsourced Semiconductor Assembly and Test), whose services we present. With an advertisement in the "Production & Services" section, you can reach decision-makers in your topic-relevant environment and benefit from a broad readership.

Dates	Publishing date	Advertising deadline	Material deadline
Markt&Technik 12/25	28.03.2025	12.03.2025	18.03.2025
Markt&Technik 25-26/25	27.06.2025	10.06.2025	16.06.2025
Markt&Technik 48/25	05.12.2025	19.11.2025	25.11.2025

Exclusive inside cover booking

Includes story and cover picture announcement on Markt&Technik Page 1

We can optionally produce a special glossy print of your cover story for display at trade fairs for an additional charge.

7,610 € (not discountable)



# Quarterly Distribution & Supply Chain

Four times a year, the Quarterly Distribution & Supply Chain deals with the multifaceted range of topics relating to electronics distribution and supply chains. The focus is not only on strategic aspects, but also on the technical expertise of the distribution industry. Interviews, opinion pieces, trend and specialist articles cover the broad spectrum of distributor expertise. Component manufacturers who distribute via the channel and supply chain service providers who advise companies on optimizing their supply chains or provide logistics services or tools for this purpose also have their say.

Dates	Publishing date	Advertising deadline	Material deadline
Markt&Technik 6/25	14.02.2025	29.01.2025	04.02.2025
Markt&Technik 15/25	17.04.2025	02.04.2025	07.04.2025
Markt&Technik 29-30/25	25.07.2025	09.07.2025	15.07.2025
Markt&Technik 41/25	17.10.2025	30.09.2025	07.10.2025

Exclusive inside cover booking

Includes story and cover picture announcement on Markt&Technik page 1

We can optionally produce a special glossy print of your cover story for display at trade fairs for an additional charge.

8,300 € (not discountable)



prominent announcement on the front page

# THE OFFICIAL DAILY embedded world

The sole official daily newspaper for embedded world 2025

The professional editorial teams of Elektronik and Markt&Technik are the official media partners of Embedded World and provide top-class content during the event - the perfect source of information for all trade fair visitors.

Dates	
Publishing dates	March 11-13, 2025
Advertising deadline for all 3 issues	17.02.2025
Material deadline	21.02.2025

### Daily updated reporting:

With independent editions on all three days of the trade fair, THE OFFICIAL DAILY provides up-to-date reporting directly from the show floor.

### International visitor address:

THE OFFICIAL DAILY reports in German and English.

### Changing motifs:

Use the sole official daily newspaper for your campaign and place a different advertising motif on each of the three days of publication.

### Over 100,000 newsletter recipients!

Each issue is sent as an e-paper via separate newsletters to the distribution lists of Componeers and NürnbergMesse.



### With job market:

THE OFFICIAL DAILY is the ideal platform to search for qualified specialists without wastage at the international meeting place of the embedded industry.

### 21,000 copies - exclusively distributed:

Only THE OFFICIAL DAILY is distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds.

To the  
specifications

>>>

Official media partner



Prices (package price for all 3 days)

Format	4c
1/1	12,330 €
9/16 (Junior Page)	9,270 €
1/2 vertical	7,950 €
1/2 horizontal	
1/3 vertical	5,400 €
1/3 horizontal	
1/4 vertical	
1/4 horizontal	4,230 €
1/4 2-column	
1/8 2-column	2,280 €
1/8 4-column	
2nd US or 4th US	13,560 €
Title flap	24,000 €*
Banderole (only on day 1)	12,000 €*
Post-it (only on day 1)	6,500 €*
Island display, 1-column, 45 mm	2,940 €
Supplement up to 25 g (per day)	3,030 €

Discounts are taken from the master objects.  
For production reasons, only all three issues can be covered. Exception: inserts  
\*Not discountable

# Trade fair newspaper productronica

The sole official trade fair newspaper for productronica 2025

The professional editorial team of Markt&Technik is the official media partner of productronica and provides top-class content during the event - the perfect source of information for all trade fair visitors.

Dates	
Publishing dates	November 18, 2025
Advertising deadline	27.10.2025
Material deadline	31.10.2025

## Up-to-date reporting:

Exclusively published by the editorial team of Markt&Technik, the official media partner of the trade fair organizer. The editorial team delivers top-class content with daily news and reporting - the perfect source of information for all trade fair visitors.

## International visitor approach:

The trade fair newspaper reports in German and English.

## Over 90,000 newsletter recipients!

The issue is sent as an e-paper via a separate newsletter to the mailing lists of Compoeneers and Messe München.



## With job market:

The trade fair newspaper is the ideal platform for finding qualified specialists without wastage at the international meeting place for the electronics industry.

## 10,000 copies - exclusively distributed:

Only the trade fair newspaper is distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds.



## Prices

Format	4c
1/1	10,960 €
9/16 (Junior Page)	6,490 €
1/2 horizontal or vertical	5,780 €
1/3 horizontal or vertical	3,860 €
1/4 horizontal or vertical	2,960 €
1/4 2-column	
1/6 horizontal	1,940 €
1/8 2-column	1,500 €
1/8 4-column	
1/16 vertical	800 €
mm price, 1-column (min. 20 mm)	10.80 €
2nd US or 4th US	11,670 €
Title flap	13,970 €*
Island display mm price (50 to 80 mm)	44.80 €
Banderole	19,540 €*
Post-it	6,500 €*

Discounts are taken from the master objects.

\*not discountable

	Price
Supplement up to 25g	8,350 €
Bound insert 4 pages	12,500 €
Bound insert 8 pages	16,900 €



# Readers' test

## 5 stars for your product

Readers' test offers you the perfect content marketing tool to reach your target group interactively and subsequently convince new customers, with a credible seal of approval. An independent jury from our readership evaluates your product, while the editorial team provides editorial support for the readers' test on all channels.

READER'S  
Proofed Products  
2025 ★★★★★

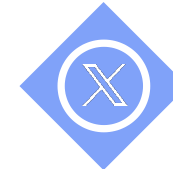


### Digital media service

- Test call and final report also on the website
- Test call and final report on the magazine's respective social media channels
- Application and reports via the newsletter

### Print media service

- Editorial test call
- Editorial interim report
- Editorial final report & award of the test seal
- High-gloss print document with your readers' test (1,000 copies)



Use the credible test seal for all your market communication!



**24,900 €** (not discountable)

# IGNITE

## Our in-house agency for impact and results

Use IGNITE, our in-house agency, for customized marketing solutions and innovative, cross-media content marketing campaigns. As a full-service provider, we take care of the entire project: from the initial idea to planning and implementation.

We rely on the concentrated expertise of our specialists and experts and combine their skills to create a holistic campaign idea tailored to your individual needs and objectives.

### Content Marketing

Get in touch with your target group in terms of content, inform them about your company, convince them with neutral, customized editorial content and thus build trust.

### Corporate Publishing

Strengthen your brand identity and gain the trust of your target group by sharing high-quality, informative content.

### Social Media

With a cross-brand concept, you can reach your customers via our social media channels and can network productively with your target group.

### Video and audio production

Communicate in multimedia and use our experienced video team for your film and audio productions of any kind.

### B2B Event Marketing

Intensify personal relationships with business partners and customers. Whether in-house exhibitions, round tables, partner events or press conferences - we organize your tailor-made event.

### Crossmedia

Draw attention to yourself and benefit from comprehensive media planning. Place your message in our target group-oriented specialist media and generate awareness, traffic and leads.



### Andreas Melber

Marketing Manager  
IGNITE

+49 89 25556 1575

[amelber@componeers.net](mailto:amelber@componeers.net)



# Events

Congresses, seminars, workshops - become a sponsor or exhibitor!

More than 50 national and international B2B congresses, seminars and workshops organized by Componeers offer you the right platform to present your company to a large professional audience! On site or online! Our events are backed by strong media brands, most of which are market leaders in their respective segments. In close cooperation with recognized experts and our specialist editorial teams, we develop event formats that bring your company 100 % to your target group.



**04.-05.02.2025**

Munich



**18.-20.02.2025**

Munich



**25.02. - 26.02.2025**

Munich



**11.-13.03.2025**

Nuremberg



**12.-13.03.2025**

Nuremberg



**22.05.2025**

Munich



**02.07.2025**

Offenbach



**September 2025**

Munich



**September 2025**

Munich



**22-23.10.2025**

Munich



**23.10.2025**

Munich



**Nov 2025**

Munich



**06.11.2025**

Vienna

**Nicole Wawrzinek**

Sales Event Manager

+49 89 25556 1087

[nwawrzinek@componeers.net](mailto:nwawrzinek@componeers.net)



# Technical data

## Technical specifications / processing

Printing methods and processing	
Cover	Sheetfed offset
Contents	Web offset
Paper	Improved newsprint
Further processing	Saddle stitching
	Trimmed format: 210 x 297 mm (Markt&Technik: 230 x 297 mm) 5 mm bleed on all sides

Bound inserts	
Scope	4 pages (more pages on request)
Minimum format	105 mm width x 148 mm height
Maximum format	Format of the carrier product
Trimmed pages	must have a bleed of 5 mm
Minimum weight	for 4-sided products 100 g / sqm
Placement	between the different parts of the arch

*Bound inserts must be delivered folded and in untrimmed format and must be suitable for machine processing.*

## Loose inserts / bound inserts / stickers / CDs

Supplements	
Minimum format	105 mm width x 148 mm height
Maximum format	each 10 mm smaller in height and width than the carrier product
Minimum weight	150 gsm for single sheet
Maximum weight	on request
Positioning	best possible

*Inserts must be delivered trimmed and folded as finished end products and be suitable for machine processing.*

*Booking options: Print run or partial run according to zip code or Nielsen area.*

Sticker
Folded products must be closed towards the waistband and suitable for machine processing. Positioning and formats on request. Placement options: Print run and partial run of stickers according to zip code or Nielsen areas.

## File name

File names must be assigned according to the following pattern:

**customer\_mut\_issue** for ads for Markt&Technik

**customer\_ek\_issue** for ads for Elektronik

**customer\_em\_issue** for ads for Elektronik medical

**customer\_ek-auto\_issue** for ads for Elektronik automotive

Example: Mustermann\_mut\_1\_25

**Proof:** are in 4 color mode based on the standard

**Content:** "PSO\_INP\_Paper\_eci.icc (Fogra 48L)"

**Cover:** "Fogra 51 PSocoated v3" for offset printing.

The corresponding profiles are available for download at [www.eci.org](http://www.eci.org).

Minor tonal value deviations are due to the tolerance range of web offset printing.

**Black solid areas** should be underlaid with a 40% screen in cyan. FTP access: on request



## Technical specifications

Position all image elements (e.g. logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the standard PDF/X-3. Obtain exact reproduction and proofing instructions: You can find them in the advertising scheduling of the respective magazine.

### Delivery address for advertising material (ad scheduling):

DISPO.MarktundTechnik@wekanet.de

DISPO.Elektronik@wekanet.de



## Delivery date and delivery address

Please ask your known contact person for the delivery date and conditions.

Vogel Druck und Medienservice GmbH

Leibnizstraße 5, 97204 Höchberg

**Delivery note:** Inserts/customer inserts, for MAGAZINE issue xy/2025

(please replace CUSTOMER with your company name and MAGAZINE with the name of the magazine)

# Do you have any questions?

We will be happy to advise you!



**Carolin Schlüter**

Sales Director Electronics

+49 89 25556-1570

[cschlueter@componeers.net](mailto:cschlueter@componeers.net)



**Christian Stadler**

Sales Director New Electronics

+49 89 25556-1375

[cstadler@componeers.net](mailto:cstadler@componeers.net)



**Malina Colombo**

Key Account Managerin

+49 89 25556-1382

[mcolombo@componeers.net](mailto:mcolombo@componeers.net)



**Burkhard Bock**

Key Account Manager

+49 89 25556-1305

[bbock@componeers.net](mailto:bbock@componeers.net)



**Martina Greulich**

Account Managerin

+49 89 25556-1576

[mgreulich@componeers.net](mailto:mgreulich@componeers.net)



**Emilia Dietrich**

Account Managerin

+49 89 25556-1574

[edietrich@componeers.net](mailto:edietrich@componeers.net)



**Rosie Böhm**

Anzeigenassistentz

+49 89 25556-1307

[rboehm@componeers.net](mailto:rboehm@componeers.net)

**Markt&Technik**  
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

**Elektronik**  
automotive

**Elektronik**

**Elektronik**  
•medical



Componeers GmbH  
Richard-Reitzner-Allee 2  
85540 Haar bei München



+49 89 25556 1570



[www.componeers.net](http://www.componeers.net)

